

# MICHIGAN BUSINESS: SURVIVE OR THRIVE?

## REVITALIZING MICHIGAN THROUGH SUSTAINABLE BUSINESS INNOVATION

### The 2007 Michigan Sustainable Business Forum Statewide Conference

When	Wednesday, April 25, 2007 registration begins at 7:30 am; program hours 8:00 am to 5:00 pm
Where	Hannah Center, 819 Abbot Road, East Lansing, Michigan
Cost	\$125 per person
Register	Go to <b><a href="http://www.michigan.gov/deqworkshops">www.michigan.gov/deqworkshops</a></b> , click on “Upcoming DEQ Workshops” and scroll down to “2007 Michigan Sustainable Business Forum Statewide Conference.”
Hotel	Kellogg Hotel and Conference Center has guaranteed a special rate of \$65 per night for “Sustainable Business Forum State Wide Conference” attendees until 4/2/07 after which time rooms and rates are subject to availability. For facility information go to <a href="http://www.kelloggcenter.com">www.kelloggcenter.com</a> ; for reservations call 1-800-875-5090

Join forward-thinking Michigan CEOs and executive managers in a moderated dialogue and strategy session designed to:

- catalyze internal company efforts
- help retain and attract the best talent
- create the foundation for a new model for sustainable businesses in Michigan
- create incentives to reduce your company's environmental footprint
- determine what support is needed from government, nonprofits, academia to promote sustainability

Speakers	Rick Fedrizzi President, US Green Building Council		Jennifer Granholm Governor, State of Michigan, (invited)		
Panelists	Bob Stempel ECD Ovonics	Fred Keller Cascade Engineering	Brian Cloyd Steelcase	Jim Croce NextEnergy	Don Goeman Herman Miller

Hosted by the regional Sustainable Business Forums through the State of Michigan